

Prottay HASAN

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EDUCATION

INSEAD

Master in Management (MIM)

France and Singapore
Aug 2022 – Jun 2023

- Awarded the French Government's flagship Eiffel Excellence Scholarship (two recipients in INSEAD)
- On the Dean's List (top 10% academic performers); highest academic honor for students
- Awarded highest INSEAD Diversity Scholarship in recognition of diverse achievements in work and extracurriculars
- Designing research on decision-making in innovation under Prof. Philippe Aghion; invited to the renowned Innovation Lab
- Studying behavior in multi-round negotiations in project led by Prof. Eric Uhlmann; personally recruited by the professor
- Co-founded INSEAD's pro-bono student consulting initiative: Emerald; developed brand identity, closed first project
- Conducted revision classes for Data Analysis and Applied Microeconomics courses before exams; attended by 80+ students
- Intensive instruction on topics incl. Negotiation, Strategy, Valuation, ESG, Machine Learning and Business Model Innovation

Institute of Business Administration, University of Dhaka (IBA-DU)

Bangladesh

Bachelor of Business Administration (BBA, Finance and Economics Specialization)

Feb 2017 – Jun 2021

- Received standing ovations for multiple presentations and consistently led presentation strategy for teams across 30+ courses
- Foreign Delegate Manager from school for the Commonwealth Parliamentary Association's 2017 Roundtable in Dhaka
- Acceptance rate 1.5%; top scorer in Entrepreneurship course taken by Fulbright Scholar, Prof. Dr. AKM Saiful Majid
- Topics spanning Econometrics, Quantitative Analysis, Decision Mathematics, Research Methods, and Project Management

GRE: 337/340 (170 Verbal, 167 Quant | 99th percentile) | **SAT:** 99th percentile | **SAT Math II:** 800/800 | High School Valedictorian

PROFESSIONAL EXPERIENCE

GMAT and GRE Consultant

Part-time, Singapore

Prep Zone Academy Singapore

April 2023 – Present

Singapore's top premium education provider for standardized tests and business school admissions, founded by INSEAD alumni

- Teaching math and verbal reasoning to graduate-level classrooms (30+ students) with backgrounds ranging from arts to physics

Research Analyst & Product Innovation Specialist

Full-time, Bangladesh

Innovations for Poverty Action (IPA)

Aug 2021 – Jul 2022

IPA works with leading academics and has conducted over 600 research evaluations on humanitarian interventions in 51 countries

- Provided product and data consulting services to the government for the National Socioeconomic Dashboard: led product development and designed core visualizations using underutilized govt. data, for the whole Bangladeshi policymaking body
- Liaison for 4 cross-functional teams across the private and public sector; managed high-profile stakeholders; designed collaboration process and operational pipeline and reduced expected inter-team lag/bottleneck time by 5 days
- Cleaned, analyzed, visualized and communicated data to policymakers to inform policy decisions at the state-level on foreign trade, domestic market control and social protection, influencing differential allocation of over \$100 million on the national budget
- Reduced manual data entry and cleaning work by introducing Python-driven automation; saved up to 60 labor-hours weekly
- Composed Policy Brief, distilling insights from flagship research project covering 600 villages to 6 pages, for a global readership

Research Assistant & Proposal Writer

Part-time, Bangladesh

Institute of Business Administration, University of Dhaka (IBA-DU)

Oct 2020 – Jan 2022

Premier business school of Bangladesh, feeder for top global schools; faculty lead academic research in business in Bangladesh

- Won proposals for two major grants of \$30,000+; only student selected for a team of four including two teachers
- Analyzed three complex datasets (20+ variables and 15,000+ records each, qualitative and quantitative) in short periods of time for Stanford PhD candidate professor studying tech entrepreneurship and accelerators; only research assistant from Bangladesh
- Redesigned Legal Environment of Business course with professor: delivered new pedagogical strategy for 300+ students

Co-founder & Product Lead

Owner, Bangladesh

Sprint Innovative Products

Dec 2018 – Apr 2020

Consumer electronics venture focused on selling LED lightbulbs in semi-urban Bangladesh, where less-efficient bulbs were the norm

- Designed product packaging and marketing for best-selling SKU: helped company break even (\$20,000+ revenue) in 2 months
- Formulated product strategy, led a team of 7, to sell over 100,000 lightbulbs across 12 districts in Bangladesh, which resulted in energy savings of around 30% over for over 5000 households and hundreds of businesses

Contractual Consumer Insights and Research Communications Specialist

Contractual, Bangladesh

Nielsen

Aug 2019 – Nov 2019

- Enhanced customer service approach by creating 20-page analytics report and dashboard with mixed survey data, using Excel and Tableau, for a multimillion-dollar product segment of a major Bangladeshi conglomerate

ADDITIONAL INFORMATION

- **Availability:** Available for full-time work from June 19, 2023; full right to work in Singapore until 2024
- **Languages:** English (Native), Bangla (Native), Hindi (Intermediate), Japanese (Elementary), French (Elementary)
- **Technical Competencies:** Python, Tableau, XLSForm (and SurveyCTO), MS Excel, Design (Adobe Illustrator and Photoshop)
- **Authored Publications (Selected):**
 - *Does Haggling Provide Utility in Information-asymmetric Markets? Evidence from Sales Tactics:* Self-guided paper on pricing and behavioral economics with exploratory qualitative analysis through interviews and technical modeling (USA, 2022)
 - *bKash: Transforming Bangladesh:* Case study on mobile money unicorn bKash from a consumer behavior and technology strategy perspective (South Korea, 2020)